

## Streetwise Coffee

Written by Business Franchise magazine

Tuesday, 13 September 2011 00:00 - Last Updated Wednesday, 14 September 2011 02:36

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### Coffee lovers are getting Streetwise

At Streetwise, they do one thing and they do it really well. They make coffee. And they especially love making coffee for people who love coffee.

The constantly growing following of loyal customers is testimony to the passion and skill they have instilled in every one of the owners and staff members who work in a strikingly designed Streetwise outlet.

Streetwise began on the Kapiti Coast in 2003, the brainchild of two local entrepreneurs. Now there are three partners in the company and franchisees throughout the lower half of the North Island, with three more currently under way.

### Why Streetwise is successful

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Streetwise has succeeded because they understand that New Zealanders have developed a taste of high quality espresso coffees. So much so that they have now become very selective as to where they will go for coffee. The organic, fair trade coffee blend, provided by Coffee Supreme Limited, is incredibly popular with the thousands of customers the Streetwise group serves every week.

They have selected the franchise model as the appropriate avenue for growth. Carefully selected franchisees understand the importance of implementing the proven methods of operation and being part of the Streetwise customer service focused culture.

Having now established Streetwise as a highly desirable brand, they are now looking to expand the operation to other prime locations in New Zealand.

### The benefits of owning a Streetwise franchise

As a new Streetwise franchise, you will purchase a turnkey operation, complete with top quality equipment and fully stocked, ready to commence trading on site. Streetwise will assist you with site selection. They will also provide full initial training, onsite continued training during your first trading period and ongoing support. One of the partners will visit each site on a regular basis and they are in touch via phone and email at least weekly.

Although Streetwise units are mobile, they are all permanently located on a site. This allows the unit to be plumbed in for water and have access to power for security, phone and eftpos. Having the business permanently located is also important for trade, as it guarantees that customers know it will always be there when they need a Streetwise coffee. The fact that the unit is able to be moved means that at some later date, if circumstances change, it can easily be relocated.

Product support is provided by Streetwise Wholesale Limited. Franchisees enjoy the simplicity and benefits of the group-buying power, as Streetwise deal directly with manufactureres and suppliers. All branded products are couriered to each franchise weekly and milk can be delivered daily, depending on the locat service.

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Is Streetwise Coffee just what you've been looking for?

Your coffee franchise is your asset to develop and grow. Apart from returning you an excellent income, it will grow in value for profitable resale - as a going concern, or to keep as an asset in your investment portfolio and a means of income.

If you are interested in becoming part of their group, they would be delighted to hear from you. The staff at Streetwise welcome the chance to discuss a franchise opportunity with people who are genuinely excited about managing a professional business operation and motivated by chance to do things better.

If you have a particular region (or specific location) in mind, they would be happy to assess it for you. They know the dynamics required to build a successful Streetwise Coffee business.

It is always far more productive to talk one on one, so if you do decided that life in the coffee world sounds appealing, they would be happy to visit you.

Please contact them anytime at:

Phone: 06 364 5733

Email: [admin@streetwisecoffee.co.nz](mailto:admin@streetwisecoffee.co.nz)

Web: [www.streetwisecoffee.co.nz](http://www.streetwisecoffee.co.nz)

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